MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BRM2034 – RESEARCH METHOLDOGY

(All sections / Groups)

MARCH 01, 2016
09:00am TO 11:00AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **SEVEN (7)** printed pages with:
   Section A: Ten (10) multiple choice questions (35 marks)
   Section B: Four (4) structured questions (65 marks)
2. Answer **ALL** questions.
3. Answer both **Section A** and **Section B** in the Answer Booklet provided. An MCQ Answer Sheet is not required.
4. Marks allocations are shown at the end of each question.

SECTION A: MULTIPLE CHOICE QUESTIONS (35 marks)

Section A is to be answered in the Answer Booklet.

Read each of the items below carefully and then indicate the most appropriate response on the multiple-choice answer sheet.

Please Note:

For Questions 1-5, TWO [2] marks will be given for each correct answer, for a total of TEN [10] marks.

For Questions 6-10, FIVE [5] marks will be given for each correct answer, for a total of TWENTY-FIVE [25] marks.

1. Dr. Loke is a Design Specialist in the Production & Marketing Division of a major perfume company. She has undertaken a research project to determine consumer preferences for new product packaging and is in the process of designing a questionnaire. One of the items in her questionnaire states that: "A blue-colored box looks more professional and reminds me of the romantic night-sky". Which of the following is TRUE? [2 marks]

   a. This is not a good item because it contains a social desirability bias.
   b. This is a good item because it is a leading statement.
   c. This is not a good item because it is a double-barreled statement.
   d. This is a good item because it is ambiguous.

2. Wanie is conducting an experiment on the effects of room temperature on employee attentiveness in a computer training session. She videotapes the trainees and observes how many begin to yawn or doze off when she raises the temperature by 3 degrees. then 5 degrees and then another 2 degrees. She also takes notes at each different temperature level with regard to the number of responses trainees make when asked questions by the instructor. Which of the following describes what Wanie is doing? [2 marks]

   a. Manipulating an independent variable.
   b. Selecting elements from a sampling frame to become subjects in a sample.
   c. Operationalizing the controlled variable.
   d. Controlling statistical regression effects on the dependent variable.

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3. Ridhwan is using the Management-Research Question Hierarchy developed by Cooper & Schindler (1998) to narrow down the scope of his study to a single research question. He has identified the following broad *Management Dilemma:* "How to Reduce Negative Environmental Impacts of Our Factory Production Processes Without Incurring Increased Expenses". The specific question he wishes to now research is: "what technique will allow us to better monitor the costs of production?" Within the Management-Research Question Hierarchy, this would be considered a _____ question. [2 marks]

   a. management
   b. research
   c. investigative
   d. measurement

4. Which of the following is NOT considered a measure of central tendency? [2 marks]

   a. Mean
   b. Median
   c. Variance
   d. Mode

5. Pfizer Pharmaceuticals Corporation is conducting a study to test whether medical patients' willingness to pay a larger price for a pain-killer depends only on the strength of the recommendation made by their family doctor. They hypothesize that, the stronger the doctor's recommendation, the more willing the patient will be to pay the higher price. What statistical test is most likely to be used by the Pfizer researchers? [2 marks]

   a. Standard deviation.
   b. Simple regression.
   c. Pearson's product-moment coefficient of correlation
   d. the Küder-Richardson formula statistic.

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6. You are in the library and you find this reference to a journal article.

Downe, A.G. and McDougall, D. 1995. Effects of sex, attraction and acceptance on children's help seeking and attitudes toward interpersonal relationships. *Contemporary Educational Psychology, 20*(2), 129-139.

Which of the following information can you conclude to be certainly true? [5 marks]

I. There were three (3) dependent variables in this study.
II. The research study was conducted exactly twenty (20) years ago.
III. The research report is eleven (11) pages in length.
IV. The research report is ten (10) pages in length.
V. This was a correlational study.
VI. This study compared boys and girls.
VII. This study would have used non-parametric statistics to analyze the data.
VIII. There were three (3) independent variables in the study.
IX. The study examined how children behave toward each other in interpersonal relationships when they differ in gender and levels of acceptance or attraction.
X. The broad area involves children's classroom behavior in schools.

a. I, IV and VI.
b. III and VIII.
c. II, IV and IX.
d. V and X.
e. VII only.

7. A conscientious lecturer devotes a few minutes of class-time during the fifth week of the semester to ask his students to complete a questionnaire indicating their satisfaction with the delivery of his lectures. In one question, he asks them to rate how happy they are with the clarity of the lecture content, using the following scale: [5 marks]

CONFUSING ---------- JUST NICE ---------- UNDERSTANDABLE

What type of response format was the lecturer using to measure student's responses to this item?

a. Dichotomous.
b. Category.
c. Semantic differential.
d. Numerical.
e. Likert-type.

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8. A researcher determines whether a written questionnaire he has developed yields an *"intent to out-migrate" score* that will indicate the likelihood that workers will leave their current jobs in favor of positions at another company. He calculates the correlation between the total questionnaire score and the number of months, on average, that workers remain in their jobs. He finds that

$$r = -0.94, \text{ with } p<0.01$$

What conclusion can the researcher confidently make at this point? [5 marks]

a. The test he developed adequately measures workers' tendency to leave their jobs.
b. A high degree of inter-item reliability has been established so the test will be likely to yield consistent measures of worker intent across time and different items.
c. Inter-judge reliability is high.
d. Cronbach's coefficient alpha score will be high, likely above 0.7.
e. A high degree of discriminant validity has been established.

Questions 9 and 10 both refer to the following Abstract, from a research article: Paglis, L.L. & Green, S.G. 2002. Leadership self-efficacy and managers' motivation for leading change. *Journal of Organizational Behavior 23*(2), 215-235.

This study develops and tests a leadership model that focuses on managers' motivation for attempting the leadership of change. The construct of leadership self-efficacy (LSE) is defined, and a measure comprising three dimensions (direction-setting, gaining followers' commitment, and overcoming obstacles to change) is developed. Based on Bandura's (1986) social cognitive theory, the primary hypothesis is that high LSE managers will be seen by direct reports as engaging in more leadership attempts. Relationships are also proposed between LSE and several factors that are expected to influence this confidence judgment. Managers' organizational commitment and crisis perceptions are modelled as potential moderators of the relationship between LSE and leadership attempts.

The model was tested through surveys distributed to managers ($n = 150$) and their direct reports ($n = 415$) in a real estate management company and an industrial chemicals firm. Positive relationships ($p < 0.05$) were found between the first two dimensions of LSE and managers' leadership attempts. An interaction effect involving organizational commitment was discovered for the LSE/overcoming obstacles dimension ($p < 0.05$). Several positive relationships were found between LSE dimensions and proposed antecedents, including self-esteem ($p < 0.05$), subordinates' performance abilities ($p < 0.05$), and managers' job autonomy ($p < 0.05$).

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9. Which of the following is NOT true about the research design of the study described in the preceding Abstract? [5 marks]

I. This was an exploratory research study.
II. This study used unobtrusive measures
III. The purpose of this study was hypothesis testing.
IV. The study failed to support Bandura's (1986) social cognitive theory.
V. LSE refers to "Low Self Esteem".
VI. According to the theoretical framework used by Dr Paglis and Dr Green, the relationship between leaders' self-efficacy and subordinates' opinions will be altered during times of crisis.
VII. Direction-setting, gaining followers' commitment and overcoming obstacles to change were mediating variables.

a. I and III
b. I, II and IV
c. V and VII
d. VI
e. all of the above

10. Which of the following is TRUE about the study described in the preceding Abstract? [5 marks]

a. The initial sampling unit did not include female managers.
b. The sample frame used public secondary data.
c. The research questionnaire used a fixed sum score response format.
d. The research questionnaire had a high degree of inter-item consistency.
e. There is insufficient information in the Abstract to conclude whether any of the above are true.

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SECTION B: STRUCTURED QUESTIONS (65 MARKS)

Section B is to be answered in the Answer Booklet.

1. (a) List the SEVEN (7) stages in the hypothetico-deductive method which forms the basis of scientific research. [14 marks]

   (b) In your own opinion, which of the stages is MOST IMPORTANT? Justify your answer. [6 marks]

2. According to the Virginia Tech University library, what are the FIVE (5) MOST COMMON research uses of Internet websites? [10 marks]

3. A friendly PhD student approaches you as you are walking across the campus one afternoon. "My supervisor has asked me to prepare a poster illustrating the results of my post-graduate research project. He wants to submit the poster for an upcoming conference," she says. "I am totally lost about how to design and complete the poster. But, I understand that, when you were taking BRM2034 last semester, you completed an assignment that required you to display your research results in poster format. Please can you tell me what I should do?"

   (a) Give the PhD student THREE (3) pieces of advice about designing a research poster and rate your suggestions from MOST IMPORTANT to LEAST IMPORTANT. [6 marks]

   (b) Which arithmetic scale of measurement are you required to use in this question? [4 marks]

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4. A business researcher named Michael W. Pries made the following observations in a magazine article about customer relationship management.

Complaints Can Be Good Things.

When a customer tells a business where it failed, he or she is doing the business a favor. For every unsatisfied customer who complains, many others quietly leave and never come back. A complaining customer usually wants to continue doing business with the company – he or she just wants something to change so the relationship can continue. In fact, customers whose complaints are resolved quickly and satisfactorily often become very loyal. They make larger purchases, become personally attached to the business and its employees, and provide positive word-of-mouth.

There are costs to keeping customers satisfied, but the cost of recruiting new customers is higher. In fact, a satisfied customer may even pay more for the product or service.

(a) Use the observations reported by Mr Pries to develop a theoretical framework for research into customer complaints and consumer behavior. Your theoretical framework should contain:

i) a framework [5 marks]

ii) a model [5 marks], and

iii) a theory [5 marks]

(b) Based on the theoretical framework you developed above in (a), formulate TWO (2) null hypotheses that could be tested in a Malaysian business setting. [10 marks]

End of Examination Questions